shooting but not for utilizing "infrastructure" available in these countries. The Indian film industry has world-class studio and laboratory facilities for film making, available at various centres with the country. The Indian film industry is also capable of absorbing the rapid technological changes in this field.

Coverage of Indian Culture by Doordarshan

†2204. SHRI JANESHWAR MISHRA : Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that Doordarshan is working against the Indian culture through its cable transmission and advertisement;

(b) if so, the details thereof;

(c) the steps being taken by Government to promote our culture; and

(d) whether it is also a fact that we have no policy to maintain our culture ?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) to (d) The policy followed by Doordarshan in programme planning is to promote the cultural heritage of the country in its diverse forms and to inform, educate and entertain the public, as per its mandate. The programme content is also required to conform to the programme and advertising codes of Prasar Bharati.

Income through advertisements

2205. SHRI RAM JETHMALANI: Will the Minister of INFORMATION AND BROADCASTING be pleased to state :

(a) whether it is a fact that advertisements on Television and All India Radio are the major source of income; and

(b) if so, the details of income earned by both the media, separately, through advertisements during the years 1998-99,1999-2000 and 2000-2001 ?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) Yes, Sir.

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†Original notice of the question was received in Hindi.

(b) According to Prasar Bharati, revenue earned by AIR and Doordarshan during the last three years is as given below :—

(Rupees in crores)

Year	AIR	Doordarshan
1998-1999	93.74	399.32
1999-2000	80.84	597.19
2000-2001	73.90	637.51

Establishment of a mini studio of DD in Jabalpur

2206. SHRI P.K.MAHESHWARI: Will the Minister of INFORMATION AND BROADCASTING be pleased to state :

(a) whether it is a fact that Union Minister of State for Information and Broadcasting during his stay in Jabalpur had declared to establish a mini studio of Doordarshan in Jabalpur;

(b) by when the said mini studio would be set up;

(c) the details of its present status; and

(d) whether any provision in the budget has been made for this ?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI RAMESH BAIS): (a) to (d) Prasar Bharati has informed that the location of Jabalpur for establishment of a studio has been approved in principle, and the Scheme of the Studio at Jabalpur would be taken up in the 10th Plan proposals.

Government support to AIR

†2207. SHRI SATISH PRADHAN: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that All India Radio (AIR) has reached the remotest part of the country;

(b) if so, the areas still starved of this communication system;

(c) whether it is also a fact that AIR has decided to adopt sponsorship/ advertisement gimmicks;

† Original notice of the question was received in Hindi.